

More transparency at the POS



“

Very professional, easy to understand
and great value-add **STORCK**

Perfect! **P&G**

I am overwhelmed! **tegut**

You have developed a solution to a problem,
which the industry hadn't been able to solve
yet. **Metro Systems**

Beiersdorf

P&G



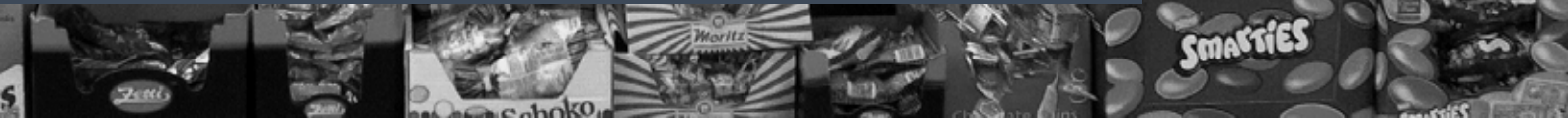
OSRAM



cewe
BEST IN PRINT



We show the reality at the POS –
from the shoppers' perspective!





Real-time data on promotions,
product placements & shopper insights.

Directly from the POS, directly from your shopper.

“

Has my promotion been executed as planned?

Are my products in stock?

What are my competitors doing?

...

We provide the answers!



...fast and comprehensive insights through crowdsourcing

Our crowd (thousands of mobile shoppers) is collecting pictures and real time data from an unlimited number of retail outlets answering your specific questions – within hours and directly from the POS. New geographies can be explored in a minimal amount of time. Evaluations can be customized to your needs regarding content and coverage.

...individual analytics reports

You receive an analytics report tailored to your needs, which intuitively shows the main findings to your questions - you no longer have to sift through piles of meaningless data and numbers. This analytics report also serves as direct quality control with pictures from the shoppers' point of view while delivering concrete optimization potential.

... consistently high data quality

Every data-set is manually validated and reviewed by our research analysts. Technical features within our app (such as GPS tracking) guarantee relevant, complete and consistent data.





Our Services

Monitoring and Quality Audits

Shopper-Promotions

Get all the crucial information on the execution of your promotion – far more than just sales figures.

New Product Launch

Real time tracking of the distribution and availability of new products allow you to recognize gaps and take corrective action.

Planogram Status Quo

Track the implementation of placements and shelf standards specific to your products. We capture market environment, customer paths and pricing information for you.



Shopper Insights from the POS

Competitive Intelligence

See and understand your competitors' activities, innovations and market presence for an ideal analysis of your own potential.

Shopper Insights

Experience real insights on your target group's POS activities! Qualitative and quantitative insights from your shoppers' perspective offer a unique foundation for decisions.

POS Potential

There are various influencing factors beyond the POS that determine your success. We deliver crucial insights tap into the full potential of your campaigns.





That's how POSpulse works



Your order

You brief us with your questions.
“Has my promotion been executed correctly?
Is my product in-stock?” etc

Notification of our crowd

Our scouts are notified via push
notifications and emails directly on
their smartphone

Data collection

Our scouts collect data and take
pictures based on your questions
directly from the POS within a very
short amount of time – often within
hours

That's how POSpulse works



Manual Data Validation

Our research analysts check and validate every data set



Data analysis

The collected data is analyzed and evaluated in accordance with predefined KPIs



Analytics report

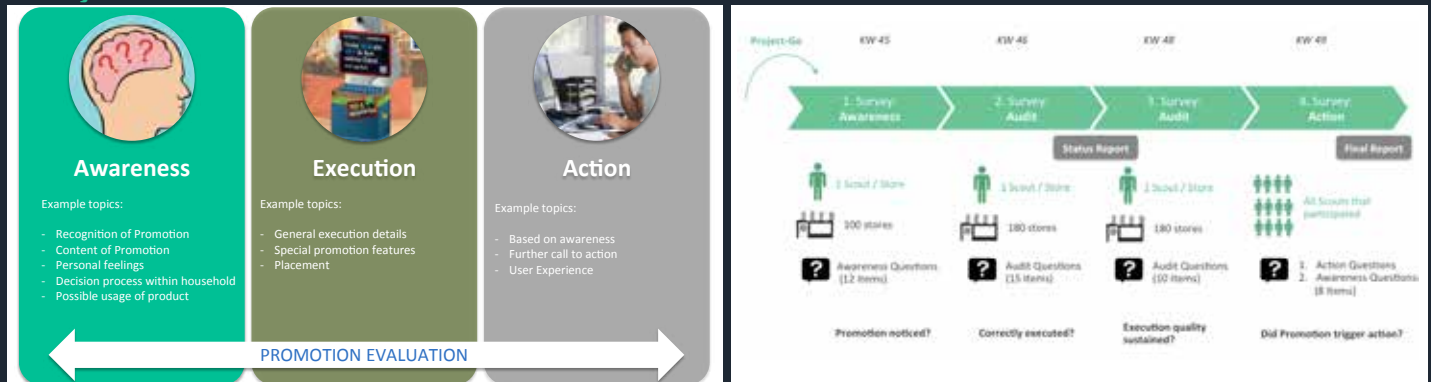
Customers receive an analytics report that shows the main findings in a graphical and very intuitive manner – including pictures of all retail outlets visited

By using our analytics dashboard you also have the opportunity to create individual reports by yourself.



Case Study I - Complex promotion audit (incl. shopper insights)

Task: Monitoring of promotion execution including pre- and post-promotion awareness survey



Procedure

- ✓ 360 stores visited + out of home survey
- ✓ Data collection in waves
- ✓ Ongoing customer reporting

Subject to survey

- Awareness (recognition, comprehensibility, consumer behavior)
- Execution (placement, POP materials, communication within store)
- Action (willingness to change, action following promotion)

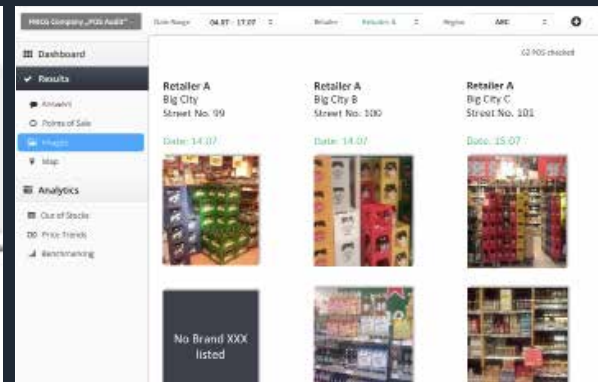
Results

- 65% promotion execution rate (correctly executed)
- Only 23% noticed promotion (weak awareness)
- New implications for brand positioning

Case Study II - Store audit (incl. competitive analysis)



Task: Evaluation of relevant products, competitor's pricing & planogram status quo



Procedure

- ✓ 903 visited POS within specific region
- ✓ Delta analysis of intended and actual POS layout
- ✓ Graphical representation of POS by means of photos

Subject to survey

- Visibility
- Competitor pricing
- Shelf space & placement surroundings
- Quality (expiration date)
- (Impending) out of shelf
- Promotion execution & images

Results

- In 70% of all cases the agreed upon category planogram was not executed correctly
- Depending on retail chain, product availabilities varied between 12-66%



Our mobile crowd



Moms
33-40 years old



Students
18-28 years old



Employees
33-38 years old



Housewives
44-50 years old

Main segmentation of our scouts

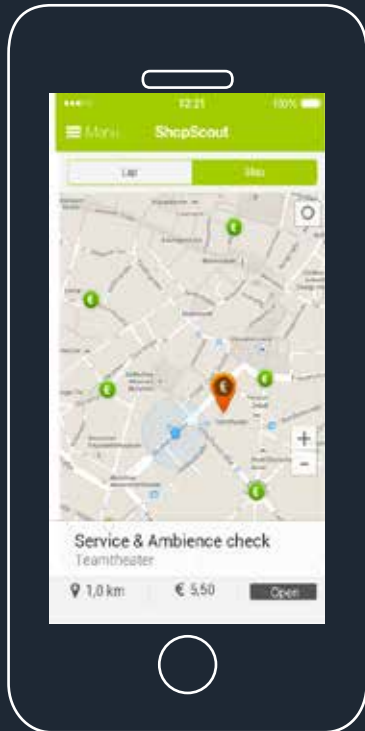


New geographical areas explored within days

Consistently high data quality



Securing high data quality with features such as ...



Retail Expertise



GPS tracking



Geofencing



Time stamp



Individual crowd profiles



Data stamp



Manual data validation



Next generation crowdsourcing



History and experience points



POSpulse

POSpulse – Allowing you to see what your shoppers see - and to take corrective action.



Get in touch with us now!

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